

1536747

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WAPT JACKSON, MS	Date: 10/18/16
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I, National Media Research, Planning & Placement

do hereby request station time concerning the following issue:

Empower Mississippi

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

This broadcast time will be used by: Empower Mississippi

10/26-11/01/16

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Empower Mississippi
P.O. Box 4028
Madison, MS 39130

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

President: Grant Callen
DIR COMMUNICATIONS - BRETT KITTREDGE
OFFICE ADMIN - GINA METZGER

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

Date JTR Ferrell
Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
 JEFF WATKINS
Signature Printed Name Title

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25332338

Changes as of: 10/17/2016 at 3:35 PM

Version: Original Order

CPE: 538/998/8347

Flight: 10/26/16 - 11/1/16

Station: WAPT

Total \$: \$2,800.00

Agency: NATIONAL MEDIA RESEARCH

Advertiser: Empower Mississippi

Market: Jackson, MS

Total Spots: 35

PLANNING

815 SLATERS LANE

Product: Empower Mississippi

Office: PHILADELPHIA

Total CPP: \$33.94

ALEXANDRIA, VA 22314

Agency Order #: 5486317

Primary Demo: Women 25-54

Total GRP: 82.5

Buyer: MediaAssistant, NMRPP

Con Type: POLITICAL/NOTE

Traffic #: 1536747

Salesperson: SHEPARD RITZEN
215-567-7950

Assistant: SHEPARD RITZEN
215-567-7950

Separation:

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	W255 4 Rating	Len	10/26 - 11/1							Total Spots	Total \$	CPP	GRP
							10/26	10/27	10/28	10/29	10/30	10/31	11/1				
1	W-F M-Tu 9a-10a		KELLY&MICHAEL	\$45.00	2.4	30	1	1	1	0	0	1	1	5	\$225.00	\$18.75	12.0
2	W-F M-Tu 4p-5p		JUDGE JUDY/JUDGE JUDY B	\$90.00	3.6	30	1	1	1	0	0	1	1	5	\$450.00	\$25.00	18.0
3	W-F M-Tu 3p-4p		STEVE HARVEY	\$90.00	3.0	30	1	1	1	0	0	1	1	5	\$450.00	\$30.00	15.0
4	W-F M-Tu 3p-4p		ELLEN	\$90.00	2.7	30	1	1	1	0	0	1	1	5	\$450.00	\$33.33	13.5
5	W-F M-Tu 10a-11a		VIEW-ABC	\$125.00	2.7	30	1	1	1	0	0	1	1	5	\$625.00	\$46.30	13.5
6	W-F M-Tu 12n-1p		CHEW-ABC	\$60.00	1.1	30	1	1	1	0	0	1	1	5	\$300.00	\$54.55	5.5
7	W-F M-Tu 1p-2p		GENRL HOSPITAL	\$60.00	1.0	30	1	1	1	0	0	1	1	5	\$300.00	\$60.00	5.0
TOTALS:							7	7	7	0	0	7	7	35	\$2,800.00	\$33.94	82.5

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25332338	Changes as of: 10/17/2016 at 3:35 PM	Version: Original Order	Total \$: \$2,800.00
CPE: 538/998/8347	Flight: 10/26/16 - 11/1/16	Station: WAPT	Total Spots: 35
Agency: NATIONAL MEDIA RESEARCH PLANNING	Advertiser: Empower Mississippi	Market: Jackson, MS	
815 SLATERS LANE ALEXANDRIA, VA 22314	Product: Empower Mississippi	Office: PHILADELPHIA	Total CPM: \$33.94
	Agency Order #: 5486317	Primary Demo: Women 25-54	Total GRP: 82.5
	Buyer: MediaAssistant, NMRPP	Con Type: POLITICAL/NOTE	Traffic #: 1536747
	Salesperson: SHEPARD RITZEN 215-567-7950	Assistant: SHEPARD RITZEN 215-567-7950	Separation:

Special Instructions

Date/Time	Added by	Comment
10/17/16 3:36 PM	SHEPARD RITZEN	Separation: 30

Competitive Information			
Market Budget:	\$9,333		
WAPT Share:	30%		
Comment:	EST SHARE		
Unknown:	70%		

Daypart Summary					
Day/Time	% Distrb	Spots	Dollars	CPM	GRP
	100%	35	\$2,800.00	\$33.94	82.5
Total	100%	35	\$2,800.00	\$33.94	82.5

Monthly Summary		
Month	Spots	Dollars
2016-Oct	21	\$1,680.00
2016-Nov	14	\$1,120.00
Total	35	\$2,800.00

Transaction History					
Trans	Created/Received	Created by	Status	Spot+	Spot-
Queued for Electronic Contracting	10/18/16 11:34 AM				
New	10/17/16 3:35 PM	SHEPARD RITZEN	New	35	
				\$2,800.00	\$2,800.00

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.